Vijay Raj

Lead Product Designer | UI/UX | Design Systems | B2B and Enterprise

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SUMMARY

Product designer with **8+ years experience** in designing B2B, enterprise and consumer products. Led an 8-person cross-functional team to redesign flagship products (+25% retention) and designed a B2B procurement platform that grew adoption by 30%. Combines user research, design systems and close work with product and engineering to ship measurable improvements.

KEY ACHIEVEMENTS

- Increased user retention by 25% by leading an 8-person cross-functional team through a flagship product redesign at Mobcoder.
- Grew adoption of a B2B procurement application by 30% at GlobalFair while building its 80+ component design system.
- Cut task completion time by 30% and development cycle time by 30% through research-led design and tighter design-to-dev handoff.
- Raised engagement by 20% with a redesigned dashboard and onboarding flow for a B2B platform used by 10,000+ users.

EXPERIENCE

Lead UI/UX Designer | *Kairos Technologies (client: Infosys)* May 2025 - Present

- Led end-to-end design for a B2B enterprise analytics platform serving 10,000+ users, collaborating with product managers and engineering leads to shape the product roadmap.
- Redesigned dashboards and onboarding flows, increasing user engagement by 20%.
- Streamlined design-to-development handoff, reducing development cycle time by 30%.
- Conducted user interviews and usability testing with 20+ participants, translating research insights into improvements for the reporting module.
- Developed scalable design systems and reusable UI components to ensure consistency across multiple product modules.
- Created user journeys, information architecture, wireframes, and interactive prototypes to simplify complex enterprise workflows.
- Collaborated with cross-functional teams to prioritise features, resolve usability challenges, and deliver user-focused solutions aligned with business goals.

Lead UI/UX Designer | *Mobcoder (client: Aditya Birla Pivot)* Feb 2024 - May 2025

- Led a cross-functional team of 8 designers, product managers, and developers to deliver product redesigns, improving user retention by 25%.
- Translated user research, behavioural analytics, and stakeholder feedback into product improvements that reduced task completion time by 30%.
- Established design standards and reusable component libraries to maintain consistency across web and mobile platforms.
- Collaborated with product leadership to define design priorities, align product strategy, and translate business requirements into user-focused solutions.
- Led design critiques and usability reviews to improve design quality, identify experience gaps, and ensure consistent product experiences.
- Mentored junior designers through regular feedback, design reviews, and guidance on UX best practices.
- Partnered with engineering teams to improve design implementation, resolve UX challenges, and ensure high-quality product delivery.

Senior UI Designer | *GlobalFair* May 2022 - Jan 2024

- Led design of a B2B procurement application for complex, multi-step workflows, driving a 30% increase in adoption.
- Built the application's design system in Figma (80+ components with design tokens), giving designers and developers one consistent library.
- Partnered with product managers, developers and stakeholders to simplify procurement flows.

UI/UX Designer (Consultant) | *Meme-Global and Inumerique* Mar 2019 - Jan 2022

- Designed web and product experiences from research and wireframes to high-fidelity prototypes in Figma and Adobe XD.
- Mentored junior designers and wrote clear specs that sped up developer handoff.

CASE STUDIES

Aditya Birla Pivot Edge Preview

Led the end-to-end design of Aditya Birla Pivot Edge, streamlining complex sales workflows through user research and intuitive UX. He collaborated with engineering and stakeholders to build a scalable, user-friendly sales platform. The product generated **₹700+ crore** in enquiries within its first quarter.

Category Manager Dashboard Preview

Transformed Global Fair's category management experience by bringing sales, payments, and seller performance into one unified dashboard. He focused on simplifying complex data, improving visibility, and helping teams prioritise daily decisions. The impact included **72% faster insights** and 100% daily active manager engagement.

Other Case Study Explore More Work

SKILLS

Design	UX and UI design, interaction design, information architecture, wireframing, prototyping, design systems
Research	User interviews, surveys, usability testing, personas, journey mapping
Tools	Figma, Adobe XD, Framer, Photoshop, Illustrator, After Effects
AI tools	Midjourney, Claude, Adobe Firefly
Front-end	HTML/CSS, React (working knowledge)
Leadership	Cross-functional collaboration, stakeholder alignment, design mentorship

Education

Post Graduate Program in UI/UX Design (Human-Computer Interaction) 2024 - 2025
University of Texas at Austin

B.Sc. in Computer Science and Technology 2016 - 2019
SRM University

CERTIFICATIONS

Post Graduate Program in UI/UX Design — University of Texas at Austin 2025

UI/UX Essential - Aspira Design 2016